



city of  
**greenville**  
*South Carolina*

## Downtown Development

Spring 2013

### Planned Projects

#### **98 East McBee**

This new apartment development project in downtown Greenville is expected to break ground in early 2013. Its premier location one block from Main Street at the corner of McBee Avenue



and Spring Street makes it an easy walk to shops, restaurants and cultural venues. These 55 luxury apartment units will consist of eight studios, 36 one bedrooms, and 11 two bedrooms. The projected monthly rent range is \$1,300 to \$1,500. This high-end complex will also feature an exercise room; bike storage and workshop area; storage units; two elevators; a secured entrance; a community room; a lobby; pick-up and drop-off services for laundry, dry cleaning and shoe repair; housekeeping services and

an outdoor community area. For more information, contact Creative Resources at 864-250-4440.

#### **University Ridge & Church Street**

This 8.6 acres of vacant land will become a mixed-use development located at Church Street and University Ridge adjacent to the NEXT Innovation technology building. This seven building mixed-use development will have 16,000 square feet of commercial and retail opportunities, housing and parking options. It promotes a walkable environment within the immediate area and provides

connectivity to adjacent residential, retail and employment bases. The 348 residential units will have an array of options from studios to three-bedroom layouts. This proposed development also incorporates public open space into the design.



## 121 Rhett Street

Construction of a new residential building on Rhett Street will consist of 4 stories of apartments and is expected to begin in late summer of 2013. There will be 2 levels of parking below the apartments with ground level commercial space. The building is designed in an industrial style with large windows, brick, fiber cement panels, stucco and other accent materials. The complex will have a pool, exercise facility, rooftop terrace, and club room. This apartment complex by The Croft Company will mainly have one- and two- bedroom options, with a few three-bedrooms.



## Stadium Apartments

The Stadium Apartments is a planned 100-unit apartment complex at the corner of Rhett Street and North Markley Street, just steps from Fluor Field. The building will be four stories with a mezzanine above parking. The units will consist of one and two bedrooms with storage closets on each level. The apartment complex will also have a club room with amenities and work out area for residents.



## Federal Courthouse

A new United States Federal Courthouse is planned for downtown Greenville. Currently funding is in place for the building's design but not yet for construction. Site acquisition was completed in early 2013 and includes parcels bounded by East North Street to the north, Spring Street to the west, and Coffee Street to the south. Now that site selection is completed, years of speculation as to the new courthouse location has ended. The City anticipates construction is still several years away.





## Projects Under Construction

### **American Roadside Burgers**

A new 3,000 square foot restaurant is planned for the former Jim Beam Gas Station site in downtown Greenville on the corner of East McBee Avenue and Irvine Street. The restaurant will include an outdoor eating area and will be open for lunch and dinner. The City of Greenville will landscape the public right-of-way around the project in order to implement its overall streetscape plan for this area. When completed, the restaurant will serve as a new destination on East McBee and will better connect pedestrians to Main Street. Construction began in first quarter 2013.



### **Rhett Street Apartments**

Rhett Street Apartments is located on the northwest corner of Rhett and Wardlaw Streets in downtown Greenville. The development consists of 150 apartment units, a leasing office, and a two-level parking garage. Units include studios, one-bedroom and two-bedroom options. Additionally, the complex will feature a pool, exercise facility, parking garage, club room and leasing office. The apartments are located within walking distance to Fluor Field, the West End, and RiverPlace. Construction is currently underway with an anticipated completion of early summer 2014.



### **Piazza Bergamo Renovation**

The City is in the process of renovating Piazza Bergamo, its public space located in the heart of downtown at the Main and Coffee Street intersection. The \$4 million renovation will create an inviting and active public open space complete with water features, comfortable seating, shade structures and trees, and outdoor dining opportunities. The City worked with Civitas on the design and planning of the Piazza. Work is underway now in conjunction with the improvements next door at Project ONE. Construction is anticipated to be completed in summer 2013.



## Project One

Project One is a new 185,000 square-foot mixed-use infill development project located on the corner of West Washington and Main Street in downtown Greenville. It is named One because of its One South Main Street address and its central downtown focal point.

The \$100 million project offers a mix of spaces for offices, retailers, restaurants, and a university.

Project One will include Haynsworth Sinkler Boyd Law Firm, Anthropologie, Tupelo Honey Café, Clemson University's MBA program and professional development services, and the headquarters of Certus Bank. The first phase opened in January 2013 and is nine-stories. Clemson University will occupy 70,000 square-feet for its Masters of Business Administration, Masters of Real Estate Development, MBA in Entrepreneurship and Innovation, MS in Management, MS in Marketing, and MS in Accountancy and Finance. Clemson University's downtown Greenville location will also house the Centers and Institutes of Arthur M. Spiro Institute for Entrepreneurial Leadership, Clemson University Center for Corporate Learning, and the Greenville Office of Clemson's Small Business Development Center.



The second phase of the development will include eleven stories and add an additional 200,000 square-foot space for offices and 40,000 to 50,000 square-feet for retailers, all with street level storefronts. Renovations to the nearby Bank of America Building are also planned. For more information, contact Hughes Development Corporation at (864) 233-2580 or visit their website at [www.onegreenville.com](http://www.onegreenville.com).

## 508 Rhett Street

This historic 1923 building is being renovated to offer office/retail space ranging from 2,500 to 10,000 square feet, one executive apartment, and parking. It is conveniently located in the West End about a block away from Fluor Field with close proximity to other premier dining, shopping, entertainment options and the Swamp Rabbit Trail. The renovation will expose the building's original heart-pine floors, industrial brickwork, railroad bay doors and vaulted ceilings. The executive apartment is a private 2-bedroom unit with mill windows, high ceilings, skylights, vintage finishes, and designated parking. The building is scheduled to open for occupancy in the Spring of 2013. For more information please call Chuck Watson of The Watson Company at (864)252-5062 or visit [www.508rhett.com](http://www.508rhett.com).



## Completed Projects

### **NOMA Square**



NOMA Square (short for North Main) adds renewed vitality to the north end of Main Street. JHM Hotels' 2012 renovation of the Hyatt Regency Hotel includes new retail space, a farm-to-table restaurant called ROOST, the Orb Lounge located in the hotel lobby, a new 6,000 square foot meeting space called Studio 220, a renovated outdoor plaza, and, in partnership with the City of Greenville, a schedule of events that will keep the community engaged year-round. The hotel renovation also includes new guest baths, beautiful lighting, and 37,500 square feet of additional meeting space.

### **100 East**



100 East is a public-private partnership featuring forty-eight apartment units and street level retail, all adjacent to the City's Spring Street Garage. This project is the second phase to "The Bookends" condominiums on the opposite end of the garage. Located just one block east of Main Street on East Washington Street, these apartments offer unique skyline views, rooftop swimming pool with terrace, and convenient parking. For more information, contact (864) 242-1702 or visit [www.100east.net](http://www.100east.net).

### **Peace Center for the Performing Arts**

The Peace Center represents one of the most significant public/private partnerships ever entered into by the City. This \$42 million state of the art development, constructed in 1990, was made possible only through the cooperation and generosity of its many contributors. The lead gift of \$10 million from the *Peace Family* and later an additional gift of \$3 million led the significant private sector contributions. Approximately \$6.5 million from City funds, \$6 million from a State Bond issue, and \$1.5 million from Greenville County made up the public funding.



The majority of City funds were from Tax Increment Financing. The City provided all land assembly, utility work, and landscaping. The park encompassing the grounds of the Peace Center is linked by a pedestrian bridge to the historic Reedy River Falls Park, and then to Cleveland Park, the City's major recreation park.

The main concert hall contains 2,100 seats with the smaller Gunter Theatre containing 407 seats. The amphitheater provides seating for 2,000, and the open air Wyche Pavilion provides a beautiful reception area. A major \$20 million renovation of the Peace Center started in 2011 and was completed in 2012.

Improvements included a new façade to the concert hall, plaza renovation, and improved pedestrian connection from Main Street to the riverfront.



## RiverWalk

This mixed-use project consists of 44 apartments with retail space below and Class A office space on the upper floors. The newest addition to RiverWalk is Rick's Deli and Market, part of the Rick Erwin Dining Group. RiverWalk is conveniently located across from RiverPlace. Contact Hughes Investments at 864-242-2100 for more information or visit <http://www.hughesinvestments.com>.



## Kroc Center and A. J. Whittenberg Elementary School

Made possible through the generous donation of the Kroc Foundation, the Salvation Army Ray and Joan Kroc Corps Community Center is a tribute to the Greenville community. It features a performing arts and worship center, conference center, gymnasium, aquatics and fitness center, café, tennis, and soccer field and is adjacent to the A.J. Whittenberg Elementary School, a magnet school for engineering. Together the Kroc Center and new school are helping to revitalize the surrounding area and spreading new growth west of Academy Street in downtown Greenville.



## CVS

Located on the corner of East McBee Avenue and South Main Street, downtown's CVS opened in September 2011. This project includes office space above which is home to Fifth Third Bank. The project features unique decorative brick murals on the side of the building to engage pedestrians as they stroll down East McBee Avenue. These brick murals depict historic scenes of Greenville.



## Main at Broad

Opening in 2010 during one of the largest economic recessions in recent history, the Main at Broad project took an underutilized City parking garage and plaza and converted it into a beautiful multi-million public-private partnership. Project components include a 135-room Courtyard by Marriott Hotel, a 65,000 SF office building with 15,000 SF retail space, a 249-space private parking garage, a 14,000 SF "Village Green" used for an ice skating rink in the winter, and public restrooms. The project included over \$760,000 in public and \$45 million in private investments. City participation included the sale of the property, cost of demolition, environmental remediation, utility relocation, water wall and public restrooms.



## NEXT Innovation Center

This site along the Reedy River just a short walk to downtown Greenville is the Upstate's own technology hub. It is an environmentally conservative building with economical space for businesses and convenient access to more space as businesses develop. It provides a building that allows for neighboring tenants with similar interests to have the space and tools needed for collaboration. With flexible lease plans, the NEXT Innovation Center serves entrepreneurs representing IT and software, energy, biotechnology and life sciences, advanced materials, manufacturing, electronic devices and many more. Their clients range in all stages of business development. The Greenville Chamber's NEXT program fosters collaboration among these companies. For more information visit [www.greenvillenext.com](http://www.greenvillenext.com) or [www.nextupstatesc.org](http://www.nextupstatesc.org).



## McBee Station

McBee Station is a mixed-use development which includes 197 luxury apartments, 22 luxury condominiums and 30,000 square feet of retail space anchored by Publix, Staples, and an on-site parking garage. McBee Station's visitors and residents enjoy an enviable location just two blocks from Main Street. The development has direct access to McBee Avenue and Broad Street.

McBee Station Apartments, managed by Greystar, range in size from 634-1587 square feet and \$1169-\$1994/month in price. The apartments are within easy walking distance to the many restaurants, retail shops and cultural venues throughout the downtown area. For additional apartment information, please call 864-271-8011 or visit [www.mcbee-station.com](http://www.mcbee-station.com).



The CityHomes at McBee Station are twenty-two condominiums featuring unique floor plans with one-, two-, or three-bedroom layouts. Prices start around \$290,000. For additional condo information, please visit [www.mcbee-cityhomes.com](http://www.mcbee-cityhomes.com).

Retail opportunities are also available at McBee Station. For more information on retail space availability, call Pete Brett with Coldwell Banker Caine at (864) 250-6815 or e-mail [pbrett@cbccaine.com](mailto:pbrett@cbccaine.com).

## Pendleton West

Pendleton West is an urban development in Greenville's West End that includes single-family homes and townhomes from the \$190s and 17,000 square feet for retail and office uses. Located steps away from Greenville's award-winning Fluor Field, amenities include common green space, tree-lined sidewalks, courtyards, balconies, lawn maintenance and parking/garage options. For more information, visit [www.pendletonwest.com](http://www.pendletonwest.com).





## Fluor Field

Fluor Field opened in April 2006 after a record ten months of construction. The City of Greenville, Greenville Drive, and Centennial American Properties partnered to bring the Greenville community this multi-million dollar project. Public investment of \$8.5 million coupled with private investment of \$20.7 million made this project a reality. The key feature is the baseball stadium, home of the Greenville Drive, a single-A affiliate of the Boston Red Sox. Fluor Field is patterned after Fenway Park and includes 4,500 fixed seats, berm seating for 2,000, picnic pavilion, children's playground, and "Green Monster" scoreboard. City participation included land acquisition, storm water and sanitary sewer improvements, and streetscaping on South Main and around the site. Baseballparks.com named the stadium its "Ballpark of the Year" in 2006, and the stadium still maintains its popularity today.



## RiverPlace

Located adjacent to the Reedy River, RiverPlace is a multi-million, multi-phase mixed-use development that is comprised of condominiums, offices, retail shops, artist studios, restaurants, and the Hampton Inn and Suites Hotel. 155 RiverPlace is one of the residential buildings in this development and includes 36 one- and two-bedroom condominiums starting in the \$300s. RiverHouse includes 10 units, and The Terrace features 27 units. The 115 room Hampton Inn and Suites is located in the center of the campus with stunning views of the river. A unique feature of the project is the artist studio spaces clustered on the river level at Art Crossing. Restaurants such as High Cotton, Starbucks, The Lazy Goat, and Blues Boulevard Jazz call RiverPlace home. The City's RiverPlace Garage is located beneath the buildings and supports the area development. Future phases are planned. For additional information visit [www.riverplaceesc.com](http://www.riverplaceesc.com).



## Wells Fargo Place

This mixed-use project opened in 2004. It included the renovation of 157,000 square feet of existing office space and the addition of 22 new apartment units; 15,500 square feet of retail space; and a new public plaza. This public-private partnership provides a key anchor for Main Street at Washington Street. The urban apartments are designed for young professionals and empty nesters who prefer an urban lifestyle, starting from \$950 a month.



Significant features of the apartments include nine-foot ceilings, ceiling fans, casement windows, balconies overlooking the street or the courtyard, and stone floors in the kitchen and bathrooms. For apartment leasing information, contact Belinda Dobson at 864-616-2670 or visit <http://wachoviaplacemoreapartments.com>.

## Poinsett Corners – River Street



Poinsett Corners is a mixed-use development featuring 17,000 square feet of commercial space and 81 residential units wrapping around the 300-space City-owned River Street Garage. This project offers a variety of unit types, from live-work units to flats, with re-sales priced from \$250,000.

## Poinsett Project



Located on Main Street between West McBee Avenue and South Main Street at Court Square, the Poinsett Project consists of a 220,000 SF Class A office tower with four residential penthouses; the 204-room Westin Poinsett Hotel; the Poinsett Parking Garage; and numerous creative public art projects. This partnership of the public and private sectors helped to solidify downtown's revitalization when the office building opened in 1999 and the hotel shortly thereafter in 2000. The Westin Poinsett is a stunning restoration of a prominent 1920s hotel and has provided lodging for many famous visitors, most recently actor George Clooney during the shooting of his 2008 American sports comedy film *Leatherheads*.